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 A method of reducing mammalian hair growth which comprises selecting an area of skin from which reduced hair growth is desired; and applying to said area of skin a dermatologically acceptable composition comprising an inhibitor of telomerase in an amount effective to reduce hair growth.

- 2. The method of claim \(\), wherein said inhibitor is ofloxacin.
- 3. The method of claim 1\wherein said inhibitor is TMPyP4.
- 4. The method of claim 1, wherein said inhibitor is telomerase inhibitor I.
- 5. The method of claim 1, wherein said inhibitor is telomerase inhibitor IV.
- 6. The method of claim 1, wherein said inhibitor is telomerase inhibitor V.
- 7. The method of claim 1, wherein said inhibitor is AZT.
- 8. The method of claim 1, wherein said inhibitor is a rubromycin.
- 9. The method of claim 1, where n said inhibitor is a purpuromycin.
- 10. The method of claim 1, wherein said inhibitor is 3'-deoxy-2:3'-didehydrothymidine.
- 11. The method of claim 1, wherein said inhibitor is dideoxyinosine.
- 12. The method of claim 1, wherein said inhibitor is (TTAGGG)³.
- 13. The method of claim 1, wherein said inhibitor is levofloxacin.
- 14. The method of claim 1, wherein said inhibitor is carbovir.
- 15. The method of claim 1, wherein said inhibitor is ACGTTGAGGGGCATC.
- 16. The method of claim 1, wherein said inhibitor is 2-[3-

/(trifluoromethyl)phenyl]isothiazolin-3-one.

- 17. The method of claim 1, wherein said inhibitor is ursodeoxycholic acid.
- 18. The method of claim 1, wherein said inhibitor is diazaphilonic acid.
- 19. The method of claim 1, wherein said inhibitor is alterperylenol.
- 20. The method of claim 1, wherein said inhibitor is 5-azacytidine.
- 21. The method of claim 1, wherein said inhibitor is a 3,4,9,10-perylenetetracarboxylic diimide-based ligand.
 - 22. The method of claim 1, wherein said phibitor is 10H-indolo[3,2-b]quinoline.
- 23. The method of claim 1, wherein said inhibitor is a 2'-O-MeRNA telomerase oligomer.
- 24. The method of claim 1, wherein said inhibitor is a 2'-O-alkyl RNA telomerase oligomer.

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25. The method of claim 1, wherein said inhibitor is fomivirsen.

- 26. The method of claim 1, where in said inhibitor is a cationic porphryin.
- 27. The method of claim 1, wherein said inhibitor is diazaphilonic acid.
- 28. The method of claim 1, wherein said inhibitor is telomerase inhibitor II.
- 29. The method of claim 1, wherein said inhibitor is telomerase inhibitor III.
- 30. The method of claim 1, wherein said inhibitor is telomerase inhibitor VI.
- 31. The method of claim 1, wherein said inhibitor is telomerase inhibitor VII.
- 32. The method of claim 1, wherein said inhibitor is telomerase inhibitor VIII.
- 33. The method of claim, wherein the concentration of said inhibitor in said composition is between 0.1% and 30%.
- 34. The method of claim 1, wherein the composition provides a reduction in hair growth of at least 20% when tested in the Golden Syrian Hamster assay.
- 35. The method of claim 1, wherein the composition provides a reduction in hair growth of at least 15% when tested in the Golden Syrian Hamster assay.
- 36. The method of claim 1, wherein the inhibitor is applied to the skin in an amount of from 10 to 3000 micrograms of said compound per square centimeter of skin.
 - 37. The method of claim 1, wherein said mammal is a human.
 - 38. The method of claim 36, wherein said area of skin is on the face of a human.
- 39. The method of claim 37, wherein the composition is applied to the area of skin in conjunction with shaving.
 - 40. The method of claim 36/wherein said area of skin is on a leg of the human.
 - 41. The method of claim 3¢, wherein said area of skin is on an arm of the human.
 - 42. The method of claim $\frac{3}{6}$, wherein said area of skin is in an armpit of the human.
 - 43. The method of claim \$6, wherein said area of skin is on the torso of the human.
- 44. The method of claim 1, wherein the composition is applied to an area of skin of a woman with hirsutism.
- 45. The method of claim 1, wherein said hair growth comprises androgen stimulated hair growth.
- 46. The method of claim 1, wherein the composition further includes a second component that also causes a reduction in hair growth.
 - 47. The method of claim 1, wherein the inhibitor acts on telomerase.

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- 48. The method of claim 1, wherein the inhibitor acts on a substrate targeted by telomerase.
- 49. A method of reducing mammalian hair growth, which comprises selecting an area of skin including hair follicles from which reduced hair growth is desired; and

applying to the skin a compound that reduces telomerase levels in the hair follicles in an amount effective to reduce hair growth.

50. A method of reducing mammalian hair growth, which comprises selecting an area of skin including hair follicles from which reduced hair growth is desired; and

applying to the skin a compound that reduces telomerase mRNA expression in the hair follicles in an amount effective to reduce hair growth.

51. A method of reducing mammalian hair growth, which comprises selecting an area of skin including hair follicles from which reduced hair growth is desired; and

applying to the skin a compound that promotes the erosion of telomeric DNA in the hair follicles in an amount effective to reduce hair growth.